

Uber | Routematch

Uber Routematch

Uber Technologies Inc. was founded in 2009 and is headquartered in San Francisco. Uber aims to solve the problem of getting a ride at the tap of a button, and focuses on quality of service, reliability, affordability, and safety of the Uber platform.

Mobility Services

- Incentives for zero-emission vehicles
- First and last mile trip subsidies

Website

- <https://www.uber.com/>

Contact

- Dmitriy Vanchugov, Head of Transit Partnerships, Global, dmitriyv@uber.com

References

- Marin Transit, CA
- Porterville Transit, CA
- Pelivan Transit, OK

Experience



Uber has been partnering with public transportation agencies since 2015. Uber's Transit team has developed tools for agencies that enable the real time connection of riders to a network of drivers and vehicles to provide rides. These tools can be implemented to help boost transit ridership, reduce operating costs, increase accessibility, and enhance the customer experience. In July 2020, Uber acquired Routematch, a paratransit, payments, tools, and trip planning software provider that has served more than 500 transit agency partners in urban, suburban, and rural communities since its founding in 1999.

Uber Transit programs have been launched in urban, suburban, and rural communities across the globe to create more affordable and convenient

services for riders of partner transit systems. These programs extend the reach of public transportation at large and expand equity within communities.

Services

Uber offers two type of services for the CMO program:

- Uber proposes to use CMO funds to incentivize adding zero-emission vehicles on the Uber Platform, aligned with Uber’s Green Future program aiming to help drivers transition to battery electric vehicles by 2025.
- Uber offers to leverage first and last mile trip subsidies to connect riders to fixed-route service. The Uber Transit team has developed tools that enable scheduling rides on behalf of passengers, booking through computers or smartphones, booking in real-time or in advance, providing access to wheelchair-accessible rides, and providing real-time transit information to passengers.

Equity



Engagement

Uber is committed to work with transit agencies and CBOs alike to launch programs that meet the needs of each local community.

Language

Uber employs a localization team to ensure that the Uber app is available in over 50 languages. For those with translation and interpretation requirements,

the Uber app will automatically set the language based on the language settings of their device.

Unbanked

Uber Cash allows unbanked riders to access transit programs by adding funds with cash through Uber Gift Cards, which are sold at thousands of retailers.

Access without Smartphone

The Uber Central web-based booking tool, allows program staff or call center agents to order and pay for on-demand rides on behalf of passengers, immediately or up to 60 days in advance. Riders do not need to have an Uber account. Setting up an Uber rider account only requires a valid email address and phone number.

Accessibility

In California, wheelchair-accessible vehicles on the Uber platform are provided by a third-party WAV fleet partner. In some markets, WAVs may be owned and operated by individual driver partners. Uber can also work directly

with transit agencies to onboard agency-owned and operated WAVs onto the Uber platform.

Financial

Cost

Cost structure for incentivizing zero-emission vehicles on the Uber Platform:

- Operation revenue incentive: the agency subsidizes drivers on the Uber platform, either per mile or per trip, for ride-hailing trips they provide in EVs within a set zone. Agency would provide trip and/or distance-based incentives for EV trips on the Uber Platforms that start and/or end in their jurisdiction.
- Operational charging incentive: If an agency has funding for EV charging stations, they could provide an incentive for EV drivers on the Uber Platform to operate in their jurisdiction with free priority charging access. Agency would provide for the purchase, install and funding of fast chargers to enable promotion.
- Guaranteed operational revenue: An agency encourages ride-hailing drivers to use EVs by guaranteeing a minimum level of subsidy for a driver and vehicle for the first years of the program. Agency would secure favorable financing through partnerships for drivers within the pilot program to purchase or lease EVs and work with partners to fund the guaranteed subsidies through the life of the program.

For subsidized first and last mile trips, costs are the same as regular rides with fares displayed upfront. There are no upfront costs or staffing costs to implement this program. Agencies provide the funds for subsidized trips, in-kind marketing support to drive adoption of the program, and a program administrator.



Pricing

An EV incentive program would not change the cost of Uber trips for passengers. Under Uber's current EV incentive program, drivers of fully electric vehicles are eligible for the Zero Emissions incentive, which lets them earn an extra \$1 on every Uber trip (up to \$4,000 annually). Additionally, drivers with EVs can receive a 5% reduction on their service fee on every Uber trip.

First and last mile trips would be the same as regular Uber rides with fares displayed upfront. An agency can see fare estimates within their area at <https://www.uber.com/us/en/price-estimate/>. An agency would determine the amount of subsidy to provide per trip or per passenger over multiple trips

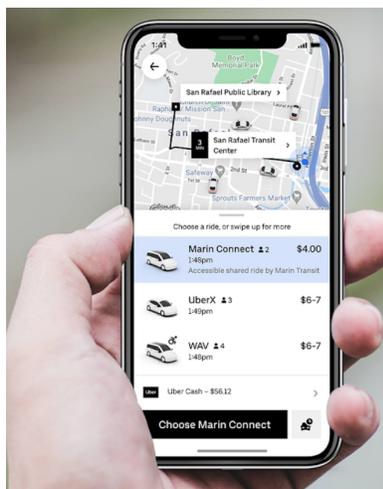
Revenue

For subsidized TNC rides, Uber offers a pay for performance model, in which partner agencies can provide subsidized Uber rides for passengers. Uber partners receive access to its Reporting & Insights Dashboard, which is a centralized digital hub providing tools for automating billing and program reports. Uber does not require a minimum guaranteed revenue.

Financial Sustainability

The Uber Transit team ensures long-term financial sustainability of its programs with its partners through ongoing customer success support, dedicated implementation support, and off-the-shelf innovative transit solutions.

Data



Uber runs on a hybrid cloud model, using a mix of cloud providers and multiple active data centers. This means that its data centers are running trips at all times without using a “backup” data center. Uber invests heavily in data encryption and other security measures to keep this data safe and secure.

Internally, access to Uber’s data is subject to strict policies that prohibit all employees at every level from accessing a rider or driver’s data except those required for a limited set of legitimate business purposes. The level of data shared with agencies, while robust, is carefully reviewed to protect rider and driver privacy.

Credit card data is treated in accordance with Payment Card Industry Data Security Standard (PCI-DSS). Further, Uber does not store cardholder data, but rather only stores encrypted or tokenized hashes of cardholder data that cannot be reversed on any systems owned or managed by Uber.